



ORDER

Flight Dates **10/24/12-10/30/12**

Contract / Revision **315629 /**

Original Date / Revision
10/23/12 10/24/12

Advertiser **American Commitment**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product

American Commitment

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |
| Tanya Winscott | % | | |

Order Share 15% Market Value 694000

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| KASW | % | 0 |
| KDRX | % | 0 |
| KPHO | 18% | 124920 |
| KPNX | 17% | 117980 |
| KPPX | % | 0 |
| KSAZ | 25% | 173500 |
| KTVK | 25% | 173500 |
| KTVW | % | 0 |
| KUSK | % | 0 |
| KUTP | % | 0 |
| UNKWN | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|--------------------|---------------------|-------------|------------|----------|---------|-------------|--------------|
| October 2012 | 32 | \$47,855.00 | \$56,300.00 | 0.00 | 10/01/12 | 10/28/12 | 32 | \$47,855.00 | \$56,300.00 |
| November 2012 | 19 | \$40,630.00 | \$47,800.00 | 0.00 | 10/29/12 | 10/30/12 | 19 | \$40,630.00 | \$47,800.00 |
| Totals | 51 | \$88,485.00 | \$104,100.00 | 0.00 | | | | | |

| | | | | | | | | | | | | | <u>Totals</u> | |
|-------|------|-------------------|-----------------|--------------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|----------|---------------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 1 | KNXV | 10/24/12 | 10/26/12 | M-F 7-9am M-F 7-9am | CM | 7am-9am | -- WTF-- | :30 | 6 | \$1,000.00 | FX | 0.00 NM | 6 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -- WTF-- | 6 | | \$1,000.00 | | 0.00 | | | | | |
| N 2 | KNXV | 10/24/12 | 10/26/12 | M-F 430pm-5pm M-F 430pm-5pm | CM | 430pm-5pm | -- WTF-- | :30 | 3 | \$1,000.00 | FX | 0.00 NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -- WTF-- | 3 | | \$1,000.00 | | 0.00 | | | | | |



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Print Date: 10/24/12

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Contract / Revision **315629** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/24/12

Order Sep 00:13:00

Advertiser **American Commitment** Product **American Commitment** Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--|-------|--------------------|----------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 3 | KNXV | 10/24/12 | 10/26/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | -- WTF-- | :30 | 3 | \$2,200.00 | FX | 0.00 | NM | 3 | \$6,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -- WTF-- | | | | | 3 | \$2,200.00 | | 0.00 | | | |
| N 4 | KNXV | 10/24/12 | 10/26/12 | M-F 630pm-7pm M-F 630pm-7pm | CM | 630pm-7pm | -- WTF-- | :30 | 6 | \$2,000.00 | FX | 0.00 | NM | 6 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -- WTF-- | | | | | 6 | \$2,000.00 | | 0.00 | | | |
| N 5 | KNXV | 10/24/12 | 10/26/12 | M-F 10-1035pm 10pm News | CM | 10pm-1035pm | -- WTF-- | :30 | 3 | \$2,500.00 | FX | 0.00 | NM | 3 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -- WTF-- | | | | | 3 | \$2,500.00 | | 0.00 | | | |
| N 6 | KNXV | 10/24/12 | 10/26/12 | Nightline Nightline | CM | 1035p-1102p / 113- | -- WTF-- | :30 | 3 | \$1,200.00 | FX | 0.00 | NM | 3 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -- WTF-- | | | | | 3 | \$1,200.00 | | 0.00 | | | |
| N 7 | KNXV | 10/25/12 | 10/25/12 | Thursday Prime B Thursday Prime B | CM | 8pm-9pm | ---T--- | :30 | 1 | \$10,000.00 | FX | 0.00 | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$10,000.00 | | 0.00 | | | |
| N 8 | KNXV | 10/27/12 | 10/27/12 | Sa GMA Sa 6-7am Good Morning | CM | 6am-7am | -----S- | :30 | 1 | \$500.00 | FX | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$500.00 | | 0.00 | | | |
| N 9 | KNXV | 10/27/12 | 10/27/12 | NCAA Football Prime NCAA Football Prime | CM | Various | -----S- | :30 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$3,000.00 | | 0.00 | | | |
| N 10 | KNXV | 10/27/12 | 10/27/12 | SA 10-1035pm 10pm News | CM | 10pm-1035pm | -----S- | :30 | 1 | \$2,000.00 | FX | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| N 11 | KNXV | 10/28/12 | 10/28/12 | Su GMA Su 6-7am Good Morning | CM | 6am-7am | -----S | :30 | 1 | \$500.00 | FX | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$500.00 | | 0.00 | | | |
| N 12 | KNXV | 10/28/12 | 10/28/12 | Su 8-9am ABC This Week | CM | 8-9am | -----S | :30 | 1 | \$1,000.00 | FX | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 13 | KNXV | 10/28/12 | 10/28/12 | SU 430pm-5pm SU 430pm-5pm | CM | 430pm-5pm | -----S | :30 | 1 | \$400.00 | P-2 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$400.00 | | 0.00 | | | |
| N 14 | KNXV | 10/28/12 | 10/28/12 | SU 1105pm-1205am SU 1105pm-1205am | CM | 1105pm-1205am | -----S | :30 | 1 | \$200.00 | P-3 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$200.00 | | 0.00 | | | |
| N 15 | KNXV | 10/29/12 | 10/30/12 | M-F 7-9am M-F 7-9am | CM | 7am-9am | MT----- | :30 | 4 | \$1,000.00 | FX | 0.00 | NM | 4 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |



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Print Date: 10/24/12

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Contract / Revision **315629** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/24/12

Order Sep 00:13:00

Advertiser **American Commitment** Product **American Commitment**

Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|------------------------------------|-------|--------------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 15 | KNXV | 10/29/12 | 10/30/12 | M-F 7-9am M-F 7-9am | CM | 7am-9am | MT----- | :30 | 4 | \$1,000.00 | FX | 0.00 | NM | 4 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MT----- | | | | | 4 | \$1,000.00 | | 0.00 | | | |
| N 16 | KNXV | 10/29/12 | 10/30/12 | M-F 430pm-5pm M-F 430pm-5pm | CM | 430pm-5pm | MT----- | :30 | 2 | \$1,000.00 | FX | 0.00 | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MT----- | | | | | 2 | \$1,000.00 | | 0.00 | | | |
| N 17 | KNXV | 10/29/12 | 10/30/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | MT----- | :30 | 2 | \$2,200.00 | FX | 0.00 | NM | 2 | \$4,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MT----- | | | | | 2 | \$2,200.00 | | 0.00 | | | |
| N 18 | KNXV | 10/29/12 | 10/30/12 | M-F 630pm-7pm M-F 630pm-7pm | CM | 630pm-7pm | MT----- | :30 | 4 | \$2,000.00 | FX | 0.00 | NM | 4 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MT----- | | | | | 4 | \$2,000.00 | | 0.00 | | | |
| N 19 | KNXV | 10/29/12 | 10/30/12 | M-F 10-1035pm 10pm News | CM | 10pm-1035pm | MT----- | :30 | 2 | \$2,500.00 | FX | 0.00 | NM | 2 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MT----- | | | | | 2 | \$2,500.00 | | 0.00 | | | |
| N 20 | KNXV | 10/29/12 | 10/30/12 | Nightline Nightline | CM | 1035p-1102p / 113MT----- | | :30 | 2 | \$1,200.00 | FX | 0.00 | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MT----- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| N 21 | KNXV | 10/29/12 | 10/29/12 | Monday 7-9pm Monday Prime 7-9pm | CM | 7pm-9pm | M----- | :30 | 1 | \$10,000.00 | P-2 | 0.00 | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$10,000.00 | | 0.00 | | | |
| N 22 | KNXV | 10/30/12 | 10/30/12 | Tuesday Prime B Tuesday Prime B | CM | 8pm-9pm | -T----- | :30 | 1 | \$7,000.00 | P-2 | 0.00 | NM | 1 | \$7,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | | 1 | \$7,000.00 | | 0.00 | | | |
| N 23 | KNXV | 10/30/12 | 10/30/12 | Tuesday Prime C Tuesday Prime C | CM | 9pm-10pm | -T----- | :30 | 1 | \$5,000.00 | P-2 | 0.00 | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | | 1 | \$5,000.00 | | 0.00 | | | |

*Tax 1 Note: Tax 0.5%.

Totals 51 \$104,100.00